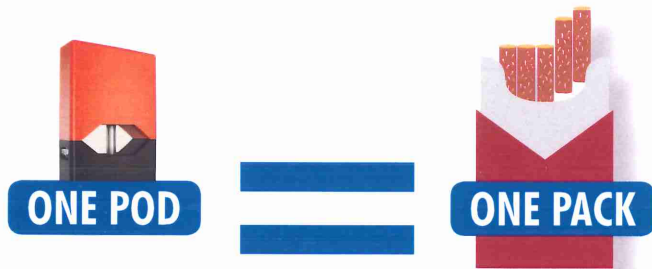


# WHAT IS A JUUL?

JUUL e-cigarette devices look similar to a USB flash drive and can be charged in a computer.



## MANY FLAVORS

JUUL e-liquid pods come in flavors:

- Cool Mint
- Crème Brulee
- Fruit Medley
- Virginia Tobacco
- Mango

As well as limited edition flavors:

- Cool Cucumber
- Classic Tobacco
- Classic Menthol

Other companies manufacture "JUUL-compatible" pods in youth-appealing flavors:

- Blueberry
- Watermelon
- Silky Strawberry
- Caffé Latte

## EASY TO CONCEAL

*"High school and college students are rushing to retailers to buy the product because its discreet design makes it easy to hide from parents and teachers while also giving the user a big hit of nicotine. Some students have bragged on social media of using the JUUL in class, even though e-cigarettes are banned indoors at most schools."*

*— Pittsburgh Post-Gazette*

